



CO-CREATION CONTINUATION OPPORTUNITY MAPPING

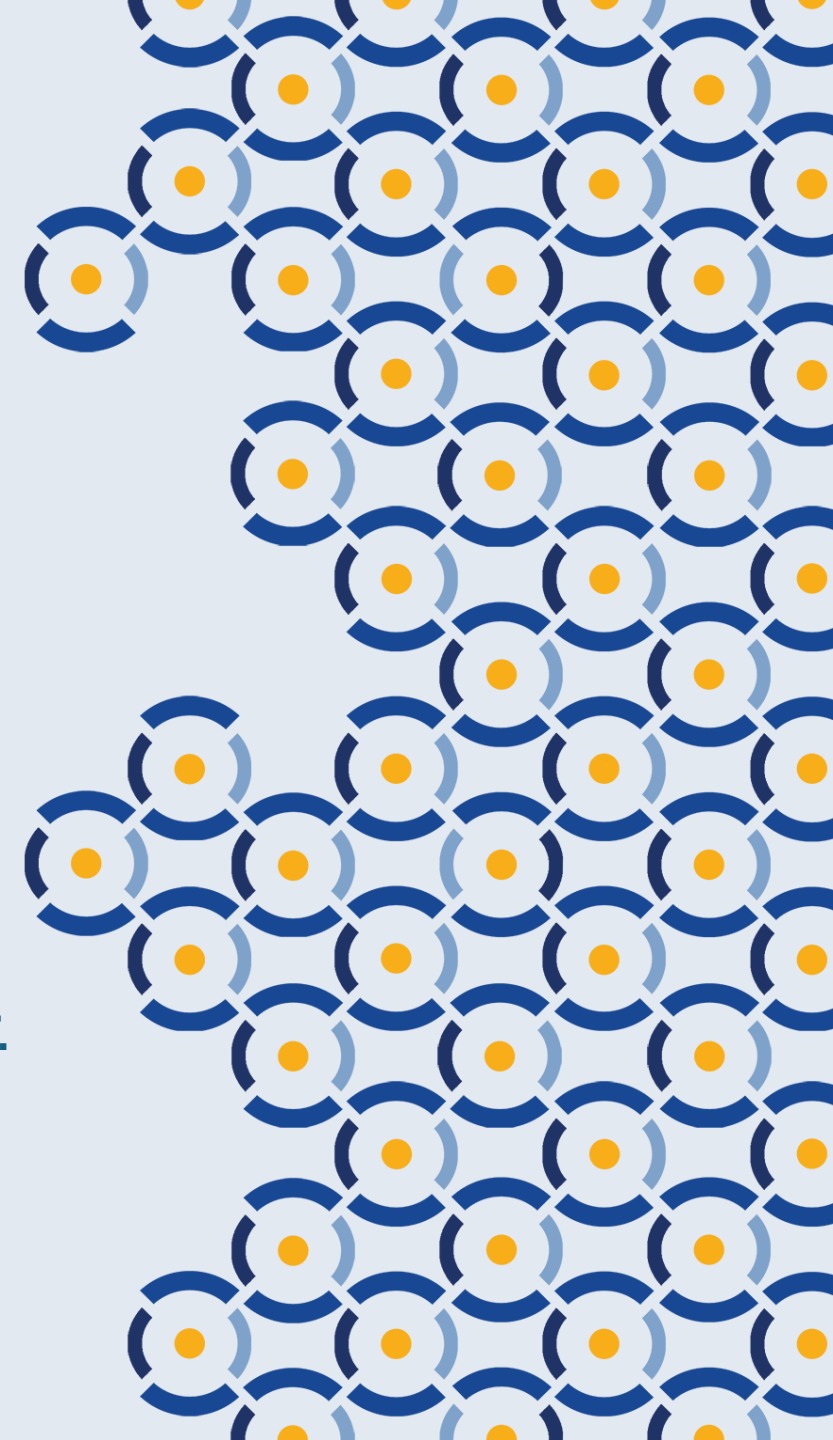
WHAT'S NEXT FOR OUR PROJECT RESULTS?

GUIDING YOUR CO-CREATION OUTCOMES TOWARDS FUTURE IMPACT.

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Don't let great ideas fade: The purpose of this tool

Goal:

To help co-creation teams identify the best pathways for their project results to continue developing and create impact.

How it works:

Builds on your identified and analyzed results (check out Tool 5 in the co-creation toolbox).

Helps assess your team's motivation and capabilities.

Explores 4 core continuation paths. *(NOTE: these are the most usual ones for co-creation scenarios, not the only ones!)*

Leads to clear, actionable next steps.

Value:

Provides a simple, structured way to decide the future of your co-creation work.



PATH 1: Joint Venture

Description:

Forming a new, shared entity or collaboration with another organization to further develop and commercialize your result.

When it's a good fit:

- Your result needs significant external resources (e.g., market access, infrastructure).
- You want to share risks and rewards.
- Leveraging an established partner's strengths is key.
- Roles are clear between the established partner's responsibilities and yours.

Key Consideration:

- Finding the right partner who shares the same vision.
- Establish clear agreements that are compatible with your co-creation agreements.



PATH 2: Startup

Description:

Launching a new company or venture dedicated to developing and commercializing your co-creation result.

When it's a good fit:

- Your result has high commercial potential and a clear market.
- You have fair chance to access the potential market on your own.
- Your team has entrepreneurial drive and a willingness to take risks.
- You desire full control over the development and business model.

Key Consideration:

- Securing funding (there are lots of different ways!)
- Market validation – make sure you have intrinsic motivation towards working with the potential customers and understand their daily lives.
- Significant time commitment from the team.



PATH 3: Academic research

Description:

Further exploring the result through scientific inquiry, research projects, publications, or grant applications, often within a university or research institution.

When it's a good fit:

- Your result needs deeper theoretical understanding or scientific validation.
- The primary goal is knowledge dissemination, not immediate commercialization.
- You aim for grants, papers, or contributing to a field of study.

Key Consideration:

- Requires research expertise.
- Often much longer timeline or target.
- Potentially less commercial focus (not always the case, though!)



PATH 4: Product/Service Development

Description:

Integrating your co-creation result into an existing product or service portfolio within an established organization (e.g., one of the co-creation partners).

When it's a good fit:

- The result aligns well with an existing business strategy or market.
- You can leverage established internal resources, sales channels, and customer bases.
- The team wants to continue within an existing organizational structure with less personal risk.

Key Consideration:

- Gaining internal buy-in within the organization.
- Navigating organizational processes and bureaucracy.
- Most importantly: it is not your own project anymore.

Your Result & Team Readiness

Now that you have a basic understanding of the continuation paths, go back to the co-creation results analysis you created (there's "Tool 5: Co-creation results analysis tool" for that!). Below you can find a simple tool to facilitate discussion about the further development on the results you created. Take one result at a time and fill in the canvas.

Result name:

Core value and motivation to further develop this result:

Team's overall motivation for this result:

- High (Passionate, eager to commit)
- Medium (Interested, but need clarity/support)
- Low (Not a priority for this team)

Key team competencies for this result:

(e.g., UX design, technical skills, community building, project management)

Major competency gaps for this result:

(e.g., business development, legal, funding, marketing, deep research)

Choosing Your Path & Next Steps

Considering your results and team readiness (from slide 7), which path(s) feels like the STRONGEST match? You can use the canvas below to agree the crucial next steps transparently with everyone.

Chosen path(s) for _____ (result name)

JOINT VENTURE

ACADEMIC RESEARCH

STARTUP

PRODUCT/SERVICE DEVELOPMENT

Who's leading this?

(Primary team members committed to this path.)

Top 3 actionable steps

(Specific, measurable steps.)

- 1.
- 2.
- 3.

Critical External Support Needed

(e.g., Legal advisor, funding expert, academic collaborator, specific industry mentor)

Date for next check-in:

[Set a date to review progress]